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| FORM PTO-1449  | SERIAL NO.<br>09/922,090 | CASE NO.<br>9623/340                           |
| <b>LIST OF PATENTS AND PUBLICATIONS FOR<br/>APPLICANT'S INFORMATION DISCLOSURE<br/>STATEMENT</b> |                          | FILING DATE<br>August 3, 2001                  |
| (use several sheets if necessary)  |                          | APPLICANT(S): Dominic Dough-Ming Cheung et al. |

## **REFERENCE DESIGNATION**

## **U.S. PATENT DOCUMENTS**

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## **FOREIGN PATENT DOCUMENTS**

| FOREIGN PATENT DOCUMENTS |   |                 |      |         |                 |                            |
|--------------------------|---|-----------------|------|---------|-----------------|----------------------------|
| EXAMINER INITIAL         |   | DOCUMENT NUMBER | DATE | COUNTRY | CLASS/ SUBCLASS | TRANSLATION<br>YES      NO |
|                          | B |                 |      |         |                 |                            |
|                          | B |                 |      |         |                 |                            |
|                          | B |                 |      |         |                 |                            |
|                          | B |                 |      |         |                 |                            |
|                          | B |                 |      |         |                 |                            |

| EXAMINER<br>INITIAL | OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.) |   |
|---------------------|--|---|
|                     | B2   | Press Release article titled "GoTo.com Announces First round of Financing, Totaling More Than \$6 Million, Led by Draper, Fisher Jurvetson", <i>Business Wire</i> , dated May 19, 1998, printed from the Internet at < <a href="http://www.dialogclassic.com/main.vingw">http://www.dialogclassic.com/main.vingw</a> > on 11/9/00, 2 pages. |
|                     | B  |   |
|                     | B  |   |
|                     | B  |   |
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|                     | B  |   |

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| EXAMINER | carney | DATE CONSIDERED | 12/11/03 |
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| FORM PTO-1449<br><i>PATENT &amp; TRADEMARK OFFICE</i>                                   | SERIAL NO.<br>09/922,090                       | CASE NO.<br>9623/340   |
| LIST OF PATENTS AND PUBLICATIONS FOR<br>APPLICANT'S INFORMATION DISCLOSURE<br>STATEMENT | FILING DATE<br>August 3, 2001                  | GROUP ART UNIT<br>2177 |
| (use several sheets if necessary)   | APPLICANT(S): Dominic Dough-Ming Cheung et al. |                        |

**REFERENCE DESIGNATION**      **U.S. PATENT DOCUMENTS**

| EXAMINER INITIAL | DOCUMENT NUMBER<br>Number-Kind Code (if known) | DATE     | NAME                 | CLASS/ SUBCLASS | FILING DATE |
|------------------|--|----------|----------------------|-----------------|-------------|
| <i>cy</i>        | C1      5,778,367                              | 07/07/98 | Wesinger, Jr. et al. | <i>RECEIVED</i> |             |
| <i>cy</i>        | C2      5,862,223                              | 01/19/99 | Walker et al.        | <u>      </u>   |             |
| <i>cy</i>        | C3      US 6,285,987 B1                        | 09/04/01 | Roth et al.          | <u>      </u>   | JUN 24 2003 |

| EXAMINER INITIAL | OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.) |  | Technology Center 2100 |
|------------------|--|--|------------------------|
| <i>cy</i>        | C4   | News of The Week articles, <i>Telephony</i> , May 1, 1995, pages 8 and 10.   |                        |
| <i>cy</i>        | C5   | Nuts 'N Bolts articles, <i>Target Marketing</i> , October 1997, 1 page.  |                        |
| <i>cy</i>        | C6   | DoubleClick TestIt!, obtained at the internet address:<br><a href="http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm">http://web.archive.org/web/19980205034316/www.doubleclick.com/nf/adinfo/testiset.htm</a> , dated 10/16/2002, 4 pages.   |                        |
| <i>cy</i>        | C7   | DoubleClick Frequently Asked Questions, obtained at the internet address:<br><a href="http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm">http://web.archive.org/web/19980205033925/www.doubleclick.com/nf/adinfo/facts.htm</a> , dated 10/16/2002, 5 pages.  |                        |
| <i>cy</i>        | C8   | "New Service Puts Ad Auction, Search Engine Under One Roof", article from Electronic Advertising & Marketplace Report, <i>Simba Information, Inc.</i> April 28, 1998, 2 pages.   |                        |
| <i>cy</i>        | C9   | Google Search, communication from Jeffrey Brewer at Jeffrey@goto.com, titled "Need reverse stemming software", dated May 27, 1998, obtained at the internet address:<br><a href="http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com">http://groups.google.com/groups?selm=356CEE4A8DE882A8%40goto.com</a> , on 12/19/02, 1 page. |                        |
| <i>cy</i>        | C10  | Ketchpel, Steven P. et al. "U-PAI: A Universal Payment Application Interface", conference material article from the Second USENIX Workshop on Electronic Commerce Proceedings", Oakland, California, November 18-21, 1996, 17 pages.   |                        |
| <i>cy</i>        | C11  | Schwartz, Randal L., "Click-Through Tracking in Perl", <i>Web Techniques</i> , dated May 1998, located at the internet address: <a href="http://www.webtechniques.com">www.webtechniques.com</a> , 3 pages.  |                        |
| <i>cy</i>        | C12  | Van Roeden, Adriaan, "Your Own Search Engine With SWISH, A Custom Search Facility For Your Web Site", <i>Web Techniques</i> , dated November 1996, located at the internet address: <a href="http://www.webtechniques.com">www.webtechniques.com</a> , pp. 63-66 pages.  |                        |
| <i>cy</i>        | C13  | Full Catalog – Categories Menu, Sun Microsystems Sun Solutions Catalog, obtained at the internet address:<br><a href="http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm">http://web.archive.org/web/19981205110211/solutions.sun.com/catalogs/all/index.htm</a> , printed on 12/19/02, 2 pages.               |                        |
| <i>cy</i>        | C14  | Help on Making Queries – Search by Company or Product, obtained at the internet address:<br><a href="http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm">http://web.archive.org/web/19981203050002/solutions.sun.com/search-help.htm</a> , printed on 12/19/02, 4 pages.  |                        |
| <i>cy</i>        | C15  | Online Updating, Sun Microsystems Sun Solutions Catalog obtained at the internet address:<br><a href="http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html">http://web.archive.org/web/19990220190636/solutions.sun.com/editmodule/help.html</a> , printed on 12/19/02, 2 pages.                                   |                        |

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